

Amendments to the Specification:

Amend the title to read:

A system [for using telephone numbers for emails and] for a more efficient regional search engine.

Amend the numbered paragraphs listed below to read:

[0001] **Field of the Invention** The present invention relates to search engines for searching a database or the World Wide Web for information about locations where desired services or information can be found and displaying selected information found during the search. [sending/receiving emails using telephone numbers and/or similar "well known" entities (such as social security numbers, Pan's etc) and for building a search engine, using the telephone area codes, postal zip codes and other regional/local mnemonics. This search engine is more efficient and faster than current technologies for locating entities pertaining to a geographic region. The invention also pertains to conducting commercial transactions on the Web using telephone numbers in a secure manner. The invention will also help in a better use/functioning of wireless related web services. The telephone numbers (in structure in US is <area code> <3 digit prefix> <4 digit number>, specifically the area code and the prefix can be used to search the web for businesses and other entities pertaining to a geographic location. The area code will determine the State (for e.g. in the United States area code "703" is for Virginia and prefix "860" is for Reston). The search can also be conducted using zip code, landmarks, airport code and other entities described below. These entities will be used to derive the desired

geographic location and its latitude/longitude. The latitude/longitude (and/or Zip Code) will then be used to provide search results with that latitude/longitude/zip code as the focal point.]

Delete paragraph 0002.

[0003] The present invention is directed to a method [and apparatus] for [sending and receiving emails,] searching the World Wide Web for regional businesses and other entities, using telephone numbers, Zip [zip] codes, landmarks and other well known entities. [The users will also be provided the ability to use a combination of their names and phone number to send emails instead of just phone numbers. This would enable different members of a household or business to set up multiple mailboxes within the same telephone number.]

Delete paragraph 0005.

Insert prior to paragraph 0007:

Brief Description of the Figures

[0008] Figure 2 is a screen display showing a user requesting Lexus car dealerships closest to the Dulles airport. The results are displayed in order from the one that is closest to the Dulles airport. Every entity displayed is closer (or the same distance) to the Dulles airport than the next entity. [block diagram of a user computer sending/receiving email according to one embodiment of the present invention. Note that the structure of the message changes, not the way in which emails are generated.]

[0009] Figure 3 [shows] is a screen display showing a user requesting [Lexus car dealerships] doctors closest to Zip code 20166 which is within [closest to] the Dulles airport area. Every Zip code has a unique latitude/longitude pair assigned to it. It is this unique coordinate that is referred to, when the phrase latitude and longitude corresponding to the Zip code or focal point of the Zip code is used herein. The Zip codes used and the distances to the focal point, may or may not be the actual Zip codes and/or distances. They have been used for illustrating the invention. The search results are displayed in order of their distance from this latitude/longitude pair. The descriptions of the drawings, are [is] intended to provide a detailed description of an example of the invention and should not be construed to be limiting of the invention itself. Any number of variations may fall within the scope of the invention that is defined in the claims.

[0012] Figure 1 is a diagram of a user requesting doctor's information in Culpeper Virginia, using his/her phone number as the focal point. From the phone number in the input string, it can be deduced that the state of interest is Virginia (540 area code) and from the prefix 825 it can further be narrowed down to Culpeper, Virginia (within the area code 540). The result would provide doctors office in other Zip [zip] codes ahead of the one's within the requested Zip [zip] code, if they are closer to the point of interest. In the example the doctor's [doctors] office in "Orange Route 29"Virginia is given ahead of the one in Culpeper because it is closer to the [center] focal point which is in the [of the] Zip code of Culpeper. A similar display, shown in Figure 3, is produced when the search for doctors is made using a Zip code.

Delete paragraphs 0013 through 0021.

[0021] A GPS device (Global Positioning System) converts the position to either latitude/longitude (2-dimensional) or latitude/longitude/altitude (3 dimensional). This information can be integrated with a mobile device for providing regional advertisements. For example, [e.g.] a mall can provide [targeted] advertisements to customers, [within a 10-mile radius] searching for shops in a region, within a certain radius, regardless of the current position of the GPS device. A mobile user will also be able to search for restaurants/gas stations nearest to his/her current location.

[0024] The present inventive system provides the user with search results that are [is] relevant to his/her place of residence or interest. The results provided in the search will order the pizzeria's starting with the one closest to his/her home or point of interest. All Pizzeria's within a certain distance (configured based on country) will be provided, but the order of the results will be starting from the point of interest nearest to the user. The search engine is able to display the results in distance order because there is a known geographic location associated with the telephone number, Zip code, or airport code and a specific geographic location associated with each location found by the search engine. In presenting the results the search engine determines a distance between the known location and each selected location. This will apply to all other search categories such as lawyers, doctors, schools etc. Search results for physicians and car dealerships are shown in Figures 1 and 2. As shown in the Figures the results may be in more than on Zip code and in more than one city. They may also include the type of service available, such as "Pediatrician."

[0026] Current search engines are useful for searching information on the Web. However, it is not easy to locate regional businesses. This invention would make locating regional businesses easy, using [zip] Zip codes and commonly known names. For e.g. users can locate gas stations using the following or <http://20191.800gasstations.us> or <http://adyar.800gasstations.in>". The same search could be entered in a free-format text form like conventional search engines (for e.g. users can enter "gas stations 20191" in the text box and hit "enter" on the keyboard). The search results would start from the Zip [zip] code 20191, provide information about all gas stations within the Zip [zip] code 20191 but in the order starting from the point of interest. It would provide information on gas stations in the neighboring Zip [zip] codes. It is possible that gas stations in other Zip [zip] codes are closer than some within this Zip [zip] code in relation to the focal point. The closer ones in other Zip [zip] codes will be provided ahead of the ones [one's] within this Zip [zip] code but farther away from the point of interest. A single latitude/longitude pair corresponding to the [The] Zip [zip] code "20191" becomes the focal point [of the result] for this search. The results are given within a certain radius of the Zip [zip] code "20191" (the length of the arc, in miles/kilometers, is based on the entity searched). The results are displayed in an ascending order of the entities distance to the center of Zip [zip] code "20191"(starting from the closest location from the one that the user desires). The search can also be performed in a free format text as in existing search engine. The format "<http://20191.800gasstations.us>" shown is for illustration purpose only and does not limit the other ways in which the same search can be performed.

[0029] 1.By providing the Zip [Code] code.

[0035] 2.The structure of the Zip [Code] code. For example, in the United States Zip codes are 5 digits and in India they are six digits long. The European countries have rules for Zip codes too.

[0042] Latitude/Longitude of the Zip [Code] code: The latitude/longitude pairs of Zip codes are readily available. This will not be elaborated in this document. Moreover, given the latitude/longitude, one can also find all the latitudes/longitudes within a certain distance for e.g. one can find all latitudes/longitudes that are within 2 miles of a given latitude/longitude pair. The 2 miles is used as an example it can be substituted with other values. Once [all] the latitude/longitude for each [latitude/longitude's] of all[-]relevant entities are determined (in relation to the focal point of the search), they will be sorted on their distance to the focal latitude/longitude and displayed in ascending order of distance (i.e. closest one to the focal point will be displayed first and so on).

[0044] A mobile user will also be able to search for restaurants/gas stations etc. nearest to his/her current location. This is possible because a GPS device can be integrated into the mobile device for determining a position of the mobile device and the telephone number associated with the mobile device. The search engine can be programmed to provide advertisements in the display of the search results for locations within a selected distance of the location of the mobile device.

Amend the Abstract to read:

[0046] The present invention is directed toward a system that uses telephone numbers Zip codes, and airport codes, associates those codes with a known location and then identifies locations at which desired services or information can be obtained. The search engine selects at least some of the identified locations and displays the selected locations within a selected distance of the known location in order of distance from the known location. [or numbers such for sending receiving emails. The invention also proposes a search engine catered towards locating businesses or acquiring information, using zip codes, telephone area codes, landmarks or other well known mnemonics. The inventions also propose using telephone numbers for conducting secure e-commerce on the Web. This will make navigation and usage of the Internet using wireless communication devices easier, efficient and user-friendlier.]